

The reasons why Great Things Grow Here

Competitive Advantages

A strategic location on the Pacific rim easily accessed
from an international port



Production costs that are generally lower than other
main urban centres in New Zealand



World class cutting-edge disciplines in land
management and land sustainability practices



A varied geography and temperate climate conducive
to the growing of superior quality primary products



Sustainable animal welfare programmes and protocols



A plentiful and easily accessed supply of high-quality
untreated water



Close proximity to a wide range of primary resources
that can be drawn into the region for added value
processing and manufacturing support

A skilled and reliable workforce with comprehensive
experience in the value-added processing industries



A cost-efficient first class and fully resourced container
port facility with frequent international connections



A well-developed regional infrastructure
with surplus capacity



A regional roading system that provides for delay-free
travel and transportation of goods



Access to quality, world-class education institutions
within a safe community environment



A range of specialist industry training facilities



Ground breaking research organisations and facilities
specialising in primary production innovation
and development

Key Strategic Opportunities

Innovation through technological uptake and product
and service development.



Differentiation through the addition of value at points along
the value chain, from raw material to final product.



Specialisation through export-focused business cluster activities
that build on the region's key industries.



Development of products and systems to meet international
demands for environmental sustainability and food safety.



Expansion of the region's lifestyle, tourism and recreational asset.